



# 2011 Teen Read Week™ Photo Contest!

## GUIDELINES FOR CONTEST ENTRIES

### WHAT'S IT ABOUT?

The Young Adult Library Services Association (YALSA), as well as libraries, bookstores, publishers and schools across the country, will celebrate Teen Read Week™ Oct. 16 - 22. As part of this event, we're challenging you to create a visual version of your favorite book's title. You can learn more at [www.ala.org/teenread](http://www.ala.org/teenread).

### WHO CAN ENTER THE CONTEST?

Any teen or group of teens (3 maximum) aged 13-18 who has permission of a parent or guardian (13 is the minimum age to register for an online service, like Flickr, which is being used in this contest).

### HOW DO I ENTER THE CONTEST?

- ☐ All photo entries must be an original work made between August 1, 2011 and Oct. 31, 2011.
- ☐ There is no fee for submitting the entry.
- ☐ Teens may enter as many times as they like. An entry form must be submitted to YALSA, by 11:45pm, pacific time, on October 31, 2011 via [www.surveymonkey.com/s/TRWcontest11](http://www.surveymonkey.com/s/TRWcontest11).
- ☐ Photos must be uploaded to Flickr by 11:45pm, pacific time, on October 31, 2011 and tagged with TRWcontest11.
- ☐ If you have questions about the contest, please contact Letitia Smith at 1 (800) 545-2433 x4390 or [lsmith@ala.org](mailto:lsmith@ala.org).

### WHO WINS and HOW?

Best-selling author and 2011 Teen Read Week spokesperson, Jay Asher, will judge the contest entries and select three finalists and one winner. Entries will be judged on 1) creativity, 2) how well the image articulates and encapsulates the book's title and 3) whether or not all of the guidelines stated in this document have been followed. All decisions made by the judge are final.

### WHAT DO I WIN?

**FINALISTS** – Five photos selected as finalists will be linked to from YALSA's website, [www.ala.org/teenread](http://www.ala.org/teenread). Each of the five finalists will receive gift bags from Penguin Books for Young Readers that include signed copies of Jay Asher's *13 Reasons Why* as well as Jay Asher & Carolyn Mackler's *The Future of Us*.

**THE WINNER(s)** –The creator of the winning photo will receive an e-reader pre-loaded with great teen titles, and will be interviewed for YALSA's blog and a press release. The winning photo may be used by YALSA in marketing and promotional materials related to Teen Read Week. The e-reader and e-books have been generously donated by Penguin Books for Young Readers.

### THE FINE PRINT

- ❑ Original work must be created by teens ages 13 -18. Consulting adults is permissible, but the planning, production and selection of subject matter must all be created entirely by the teen(s).
- ❑ Teens and/or teen groups may enter the contest as often as they like.
- ❑ Photos must be uploaded to Flickr by 11:45pm, Pacific, on October 31, 2011 and tagged with the the term "TRWcontest11."
- ❑ Entries may be photos or images of original work.
- ❑ Winners will be notified by Dec. 1, 2011. The winning teen or group of teens will receive e-reader, courtesy of Penguin Books for Young Readers. The sponsoring librarian will receive \$200 worth of free books, and both will be featured on YALSA's blog.
- ❑ All images and artwork integrated into the photo must be legally licensed either by obtaining the copyright holder's permission, using materials licensed through Creative Commons licensing, or using entirely original content created by the teen(s) submitting the project.
- ❑ Contestants agree that YALSA may publish their photo and name(s) and may use both in future advertising campaigns and/or marketing materials. Contestants assign all ownership rights, including all intellectual property rights, in and to the photo to YALSA. YALSA may alter, modify or revise the photo as it sees fit for marketing purposes.
- ❑ Contestants agree to make every effort to be available for a phone interview, and if not able to participate, agree to allow YALSA to use their name and photo submission for advertising campaigns and/or marketing materials that may be on the web, in an article, in a press release or other medium announcing the winning entries.
- ❑ YALSA has no obligation to use the winning photo for any purpose whatsoever.
- ❑ YALSA is not responsible for any lost, delayed, damaged, misdirected or illegal submissions. No entries will be returned.
- ❑ YALSA may disqualify any entry based on content and/or production.
- ❑ All costs associated with making and submitting a photo are the contestant's responsibility. YALSA will not reimburse or be responsible for any costs incurred in the making or submission of any entry.
- ❑ All entries must adhere to the Flickr Community Guidelines, as stated on the Flickr web site at [www.flickr.com/guidelines.gne](http://www.flickr.com/guidelines.gne)

## STEPS TO CREATING A WINNING PHOTO

### **Step One: Generate the Idea**

- ❑ Brainstorm: think about what books you've read and enjoyed which have titles that might lend themselves to a recognizable and visually interesting image.
- ❑ Once you've chosen a particular title to focus on, think about the best way to capture that in a single image.

### **Step Two: Snap some Photos**

- ❑ Assemble any props or scout out any backgrounds that might be integral to your photo.
- ❑ Create a couple of drafts, show them to your friends and ask them if they can guess the title of the book simply by looking at the image.

### **Step Three: Create the Final Product**

- ❑ Keep the images sharp and clear as possible.
- ❑ Be sure you have not used any copyrighted images or material without obtaining proper permissions.
- ❑ Make sure your entry follows the guidelines listed here, and upload it to Flickr with the tagged "TRWcontest11."

